



## TENNESSEE DEPARTMENT OF ECONOMIC AND COMMUNITY DEVELOPMENT

### Public-Private Sponsorship Guidelines

The Goal of All Public-Private Partnerships

*To foster partnerships to support the mission of the State of Tennessee, Department of Economic and Community Development (TNECD) to make Tennessee No. 1 in the Southeast for high quality jobs.*

#### General Program Requirements

All applications are reviewed and approved by TNECD. The program is NOT a first come, first serve program; funding is allocated annually and determined by the Tennessee General Assembly

#### General Guidelines

- Funding consideration will be based on event or programmatic impacts that advance Tennessee content creators, create jobs, cultivate professional and workforce development opportunities, and implement initiatives that reinforce the State of Tennessee as a relevant market for the production and development of multimedia entertainment properties.
- Organizations shall clearly demonstrate event plans, adequate staffing models, community impacts, and financing.
- Organizations shall promote the Tennessee Entertainment Commission (TEC), including, but not limited to, programmatic resources and incentives. Specifically, organizations will promote TEC leading up to the event, as well as during event and post-event communications. Organizations will disperse TEC-branded assets across all event platforms (i.e., social, web event guidebooks, prescreening, and linear platforms).
- Only those organizations possessing a track record of coordinating and delivering recurring events shall be considered for the sponsorship.
- Organizations shall list any additional sponsor commitments at time of filing the application.
- Organizations must have a minimum budget of \$20,000.00, and events shall be more than two consecutive days in length or have programming for more than one event scheduled over a Fiscal Year and shall promote inclusive events that highlight Tennessee content creators.
- TEC requires applications to be submitted ninety (90) calendar days prior to the projected event. Applications are open July 1st and close on May 15<sup>th</sup>. No application will be considered before or after these dates.
- Potential recipients must fill out a W-9 Form, Grant Pre Reimbursement Form, and an Automated Clearing House (ACH) Form.